

Snohomish County
Quit Line Data Summary
April 1 - June 30, 2002

	County	State
Number of Calls to Quit Line	N = 214	N = 3,421
Percent of Statewide Calls	7.4%	100.0%
Percent of State Population in County¹	10.3%	100.0%
	County %	State %
Gender	N = 208	N = 3,099
Female	63.9%	62.9%
Male	36.1%	37.1%
Race/Ethnicity	N = 192	N = 2,578
People of Color	6.2%	13.7%
White	93.8%	86.3%
Age	N = 177	N = 2,323
Less than 18 years old	1.1%	2.1%
18 - 24 years old	18.1%	16.3%
25 - 34 years old	2.9%	22.2%
35 - 44 years old	28.8%	27.3%
45 years and older	27.1%	32.0%
Education	N = 204	N = 2,679
Did not graduate high school	20.1%	17.8%
High school graduate	35.8%	33.7%
Some college/vocational school	33.8%	37.4%
College graduate	10.3%	11.0%
Caller Type	N = 202	N = 2,929
General Information	4.5%	11.5%
Health care provider	2.0%	2.8%
Tobacco user	93.6%	85.6%
Payer Type	N = 134	N = 1,951
Insured	44.0%	40.6%
Uninsured	19.4%	22.7%
Medicaid	36.6%	36.6%
Heard About	N = 177	N = 2,463
Past caller	11.9%	17.0%
Employer/worksites	1.1%	1.3%
Health care provider	21.5%	17.6%
Television	22.0%	22.8%
Outdoor advertisement (billboard/bus/wall)	11.9%	4.7%
Targeted mailing	0.0%	2.6%
Great Start	0.0%	0.4%
Radio	0.0%	1.3%
Newspaper/Magazine	4.5%	2.2%
Brochure/Newsletter	6.8%	4.9%
Family or friend	15.8%	21.7%
Health Department	4.5%	2.9%
School	0.0%	0.5%